LISTEN YOU TWO— BE SENSIBLE!

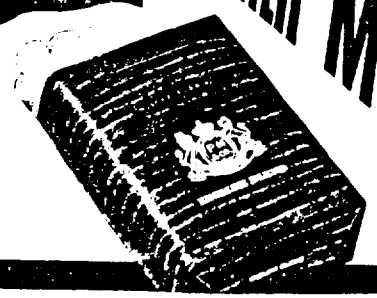
AND YOU, TOO— BECAUSE YOU INHALE!

TAKE this to heart! When you inhale—and *all* smokers *do*, *some* of the time—there's increased chance of irritation. So, be guided by the findings of eminent doctors. They discovered:

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than three times that of the strikingly contrasted Philip Morris . . . and the irritation lasts more than five times as long!

PHILIP MORRIS brings you the delightful flavor and aroma of the world's finest tobaccos—with never a worry about throat irritation. So, be smart! Be sensible! Join the millions who . . .

CALL FOR PHILIP MORRIS



HERE YOU ARE!

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